JMRS

Journal of the Market Research Society

Index

Volume 33, 1991

Author/title index

c denotes communications
m denotes miscellany
cn denotes current notes

	number	*page*
ADAMS, JAMES R The validity of qualitative market research	1	60c
ASTRIDGE, CRAIG *see* BRENNAN, MIKE		
BANKS, MARK J *see* HAVICE, MICHAEL J		
BATES, COLIN Data networks for information collection	2	107
BLOOM, DEREK Comment on 'Beyond the blip'	1	59c
BOWLES, TIM Issues facing the UK research industry	2	71
BRANDON, KAY Guest Editorial	1	1
BRANDON, KAY Comment on Sue Robson's paper	1	29
BRENNAN, MIKE; HOEK, JANET and ASTRIDGE, CRAIG The effects of monetary incentives on the response rate and cost-effectiveness of a mail survey	3	229
BROWN, GORDON Response: modelling advertising awareness	3	197
BUSH, ALAN J; BUSH, RONALD F and CHEN, HENRY C K Method of administration effects in mall intercept interviews	4	309
BUSH, RONALD F *see* BUSH, ALAN J		
CALLINGHAM, MARTIN The role of qualitative notions in company decision making	1	45
CARTER, SARAH *see* FELDWICK, PAUL		

CHEN, HENRY C K *see* BUSH, ALAN J		
COATES, DAVID; FINLAY, PAUL & WILSON, JOHN Validation in marketing models	2	83
COLLINS, LESLIE F Everything is true, but in a different sense: a new perspective on qualitative research	1	31
COLLINS, MARTIN *see* FOREMAN, JANE		
CONNELL, STEPHEN Market research and information technology	2	103
COOK, LOUISE *see* FELDWICK, PAUL		
DALENBERG, DOUGLAS R *see* MURPHY, PAUL R		
DALEY, JAMES M *see* MURPHY, PAUL R		
DAY, DIANNE *see* GENDALL, PHILIP		
DIAMANTOPOULOS, ADAMANTIOS *see* SCHLEGELMILCH, BODO B		
DOMMEYER, CURT J; ELGANAYAN, DORIS & UMANS, CLIFF Increasing mail survey response with an envelope teaser	2	137*m*
EAST, ROBERT Beyond the blip: the 15 brand experiment	1	57*c*
EHRENBERG, A S C New brands and the existing market	4	285
EHRENBERG, A S C Politicians' Double Jeopardy: a pattern and exceptions	4	347*cn*
ELGANAYAN, DORIS *see* DOMMEYER, CURT J		
ESSLEMONT, DONALD *see* GENDALL, PHILIP		

FELDWICK, PAUL; CARTER, SARAH & COOK, LOUISE How valuable is the Awareness Index?	3	179
FINLAY, PAUL *see* COATES, DAVID		
FOREMAN, JANE & COLLINS, MARTIN The viability of random digit dialling in the UK	3	219
FREEMAN, PAUL Using computers to extend analysis and reduce data	2	127
GABRIEL, CLIVE Reply to 'The validity of qualitative research'	1	60*c*
GENDALL, PHILIP; ESSLEMONT, DONALD & DAY, DIANNE A comparison of two versions of the Juster Scale using self-completion questionnaires	3	257*m*
HAVICE, MICHAEL J & BANKS, MARK J Live and automated telephone surveys: a comparison of human interviewers and an automated technique	2	91
HODGSON, PETER Qualitative research and tour brochure design	1	51*m*
HOEK, JANET *see* BRENNAN, MIKE		
KLOSE, ALLEN A commercial and industrial mail survey in the Caribbean. A multi-country comparison	4	343*m*
LIFTON, DONALD *see* ROBINSON, LINDA		
MARSH, CATHERINE Microdata from the 1991 Census of Population in Britain: applications in market research	4	275
MCINTOSH, ANDREW The impact of environmental issues on marketing and politics in the 1990s	3	205

MURPHY, PAUL R; DALEY, JAMES M & DALENBERG, DOUGLAS, R Exploring the effects of postcard prenotification on industrial firms' response to mail surveys	4	335*m*
OWEN, DAVID Every decoding is another encoding	4	321
PICKERSGILL, PETER How research helped to measure the effects of display and assess the contribution of salesmen and merchandisers	3	153
ROBINSON, LINDA & LIFTON, DONALD Reducing market research costs: deciding when to eliminate survey follow-up	4	301
ROBSON, SUE Ethics: informed consent or misinformed compliance	1	19
SCHLEGELMILCH, BODO B & DIAMANTOPOULOS, ADAMANTIOS Prenotification and mail survey response rates: a quantitative integration of the literature	3	243
STRATTON, PETER Attributions, baseball and consumer behaviour	3	163
SYKES, WENDY Taking stock: issues from the literature on validity and reliability in qualitative research	1	3
UMANS, CLIFF *see* DOMMEYER, CURT J		
WARREN, MICHAEL Another day, another debrief: the use and assessment of qualitative research	1	13
WELLS, STEPHEN Wet towels and whetted appetites or a wet blanket? The role of analysis in qualitative research	1	39
WHITTEN, PATRICK Using IT to enhance the role of market research	2	113
WILSON, JOHN *see* COATES, DAVID		

Subject index

c denotes communications
m denotes miscellany
cn denotes current notes

	number	*page*
Administration effects, in mall interviews	4	309
Advertising		
awareness	3	180
	3	197
for the COI	1	14
effectiveness	3	179
Effectiveness Awards	3	180
pre-testing	3	202
sales effects of	1	57*c*
tracking studies	3	179
wear-in	3	191
	3	203
weight	1	57*c*
AGB	2	74
AMSO, top ten companies	2	73
Analysis, of qualitative research	1	39
AT & T ISTEL	2	108
Attitudes, post-survey	4	314
Attribution analysis	3	163
Attributional patterns	3	171
Automated telephone surveys	2	91
Awareness Index	3	179
	3	197
Baseball players, attitudes of	3	165
BASES	2	76
Behaviourscan	1	59*c*
Brand		
imagery	1	33
loyalty	1	33
penetration	4	288
share prediction	4	294
study	1	5
	1	57*c*

Branded research services	2	75
Brands, new	4	285
British Airways study	3	166
British Association	1	14
Brochure design	1	51*m*
Business-to-business research	1	27
CAPI	2	111
CardioMonitor survey	4	328
Caribbean, research in	4	343*m*
CATI	2	92
Causal attributions	3	164
Census of Population	4	275
Central Office of Information	1	14
Charities	1	35
Citalia study	1	53*m*
CIT Research Ltd	2	113
Classification	4	281
Clients, service to	2	81
Code of Conduct, MRS	1	19
	1	29
Coding	4	321
Coffee market	2	133
	4	290
Communications Research Ltd	2	71
Company culture	1	45
Company decision making	1	45
Computer Assisted Personal Interviewing (CAPI)	2	111
Computer Assisted Telephone Interviewing (CATI)	2	91
Computer		
coding	4	327
technology	2	107
Confectionery study	3	153
Confidentiality		
of small samples	1	27
of information	4	278
Conflict groups	1	26
Consumer pressure groups	3	209
Control Data Corporation	2	77

Corporate image	1	33
Cost-effectiveness, in mail surveys	3	229
	4	336*m*
Costs, of market research	4	301
Couple groups	1	26
Culture	1	37
of research agencies	2	79
Data		
analysis	2	127
networks	2	107
	2	118
reduction	2	127
Database marketing	2	122
Decision support systems (DSS)	2	83
Decision-making, company	1	45
Depth interviews	1	23
	1	5
Diet	1	37
Dillman Total Design Method	4	302
Directory Plus 1 dialling	3	219
Dirichlet model	4	286
Discourse analysis	3	163
Display		
effects of	3	153
in the confectionery market	3	154
Dissimilarity, Index of	4	303
Double Jeopardy	4	347*cn*
Drug study	4	329
Dun & Bradstreet	2	77
Effect sizes	3	252
Electronic surveys	2	93
Employee research	1	27
Energy, sources of	3	206
Envelope teaser	2	137*m*
Environmental issues	3	205
Ethics, in qualitative research	1	19
Exchange, model of	1	35

Family		
decision making	1	27
groups	1	26
therapy	3	164
Food		
fashions	1	37
study	1	6
Freight study	4	335*m*
Gift-giving	1	34
Government, qualitative research for	1	13
Grape growers study	4	302
Green consumers	3	208
Grocery markets	4	285
Group discussions	1	5
	1	11
	1	19
observers at	1	22
videoing of	1	23
Health, concern for	1	36
Hierarchy, in management structures	1	48
Holiday research	1	51*m*
Household structure	4	281
Housing insurance study	2	137*m*
IBM	2	134
In-store display	3	153
Index of dissimilarity	4	303
Inductivism	1	6
Industrial market research	4	335*m*
Inferences, of qualitative research	1	5
Information		
climate	1	48
collection	2	107
technology	2	103
	2	113
Information Resources Inc study	1	57*c*
Informed consent, doctrine of	1	20
Institute of Family Therapy	1	25

Integrated Services Digital Network (ISDN)	2	108
Intentions	4	314
International Statistical Institute	1	20
Interviewer-respondent interaction	4	309
Interviewers	2	91
INTERVIEW service	2	110
Item		
omission	2	138*m*
	4	314
non-response	3	261*m*
Juster Scale	3	257*m*
Kish technique	3	223
Last birthday method	3	223
Leeds Family Therapy and Research Centre	3	164
Link test	3	194
Local area networks (LAN)	2	107
	2	118
Long-term memory	3	202
Mail surveys	3	229
	3	243
	2	137*m*
	4	302
	4	343*m*
Mall intercept interviews	4	309
Management structure	1	48
Market research industry, in the UK	2	71
Market Research Society Code of Conduct	1	19
	1	29
Market Research Development Fund	1	4
Marketing models, validation in	2	83
Mass media study	2	95
Medical studies	4	321
Memory, long-term	3	202
Men's toiletries	3	189
Merchandisers, contribution of	3	153
Merchandising monitor	3	160

Merchandising by merit	3	158
Millward Brown	2	76
	3	179
	3	197
Modelling, market	2	85
Monetary incentives	3	229
Multinational medical studies	4	321
Networking	2	107
	2	118
New Zealand, studies in	3	257*m*
New brands	4	285
Nielsen	2	74
Nielsen data	2	133
	3	160
Non-response *see* also under response	3	224
Observers, at group discussions	1	22
Own label	1	32
Paired depth interviews	1	27
PETAR survey	2	111
Politician's Double Jeopardy	4	347*cn*
Post survey attitudes	4	314
Postcard pre-notification	4	335*m*
Pre-notification		
postcard	4	335*m*
in mail surveys	3	243
Pre-testing advertising	3	202
Professional Standards Committee	1	19
	1	29
Projective techniques	1	27
Promotional effects	1	59*c*
Public opinion, and the environment	3	205
Purchase probability scales	3	257*m*
Qualitative notions	1	45
Qualitative research	1	*passim*
analysis of	1	39
attributional analysis in	3	174
reliability of	1	3

use and assessment of	1	13
validity of	1	3
	1	60*c*
Quantitative research	1	6
Questionnaire design	2	101
Questionnaires, self-completion	3	257*m*
Random digit dialling	3	219
Refusals	3	234
Reliability, of qualitative research	1	8
Repeat-buying	4	290
Respondent-administered interview	4	311
Respondent selection techniques	3	223
Response		
distortion	4	313
quality	4	336*m*
	4	309
rates	2	138*m*
	3	229
	3	243
	4	301
	4	336*m*
	4	345*m*
speed	2	138*m*
	4	336*m*
Retailer, power of	2	134
Retailing, of confectionery	3	153
Rites of passage	1	34
Rowntree Mackintosh	3	153
Sales effects of advertising	1	57*c*
	3	204
Salesmen, contribution of	3	153
Sample bias	2	138*m*
Samples of anonymised records (SAR)	4	275
Sampling		
telephone	3	225
in the Caribbean	4	244*m*
Scales, purchase probability	3	257*m*
Scanner		
study	1	57*c*
technology	2	135
Self-completion questionnaires	3	257*m*
	4	312

Sensitive issues	1	25
Sensitivity panels	1	26
Shopping behaviour	1	33
Small samples	1	27
Social Research Association	1	21
Social		
anthropology	1	31
context effect	2	99
Stores, multiple	1	33
Strategic research	2	114
Survey follow-up	4	301
Taylor Nelson Healthcare	4	327
Telecommunications	2	116
Telephone		
research	3	219
surveys	2	91
Television, low power, study	2	95
The gift	1	34
Total Design Method	4	302
Tour brochure design	1	51*m*
Trodahl–Carter–Bryant technique	3	223
VADS	2	109
Validation		
apparent	1	10
consultative	1	10
face	1	10
in marketing	2	86
in marketing models	2	83
instrumental	1	10
internal	1	10
of qualitative research	1	5
	1	15
theoretical	1	10
Value systems	1	33
Videoing, of group discussions	1	23
Wide area networks (WAN)	2	107
Wine grape growers study	4	302